



KSHB-TV

ORDER

Print Date 09/26/12 Page 1 of 4

Flight Dates **09/27/12-10/03/12**

Contract / Revision **312592 /**
Original Date / Revision
 09/26/12 09/26/12

Advertiser **Women Vote**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
 Washington, DC 20007**

Product

150-Issue

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
 Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1883-9.27-10.3 Women Vote**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 32% Market Value 136796

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	68%	93021
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	21	\$12,027.50	\$14,150.00	0.00	08/27/12	09/30/12	21	\$12,027.50	\$14,150.00
October 2012	41	\$25,181.25	\$29,625.00	0.00	10/01/12	10/03/12	41	\$25,181.25	\$29,625.00
Totals	62	\$37,208.75	\$43,775.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/27/12	10/03/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTW-F--	:30	3	\$250.00	P-1	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTW-F--		3			\$250.00		0.00			
N 2	KSHB	09/27/12	10/03/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTW-F--		2			\$500.00		0.00			
N 3	KSHB	09/27/12	10/03/12	Today Show Today Show	CM	7-9a	MTW-F--	:30	3	\$600.00	P-1	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



KSHB-TV

Print Date: 09/26/12

Page 2 of 4

Contract / Revision **312592** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser **Women Vote**

Product **150-Issue**

Estimate # **1883-9.27-10.3 Women Vote**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	09/27/12	10/03/12	Today Show Today Show	CM	7-9a	MTW- F- -	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F- -					3	\$600.00		0.00			
N 4	KSHB	09/27/12	10/03/12	Sa Today Show Sa Today Show	CM	6-8a	- - - - - S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	- - - - - S-					1	\$200.00		0.00			
N 5	KSHB	09/27/12	10/03/12	Sa 8-10a Sa 8-10am	CM	8a-10a	- - - - - S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	- - - - - S-					1	\$300.00		0.00			
N 6	KSHB	09/27/12	10/03/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	- - - - - S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	- - - - - S					1	\$100.00		0.00			
N 7	KSHB	09/27/12	10/03/12	Today Show II Today Show II	CM	9-10a	MTW- F- -	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F- -					2	\$350.00		0.00			
N 8	KSHB	09/27/12	10/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTW- F- -	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F- -					2	\$250.00		0.00			
N 9	KSHB	09/27/12	10/03/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTW- F- -	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F- -					2	\$225.00		0.00			
N 10	KSHB	09/27/12	10/03/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTW- F- -	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTW- F- -					3	\$150.00		0.00			
N 11	KSHB	09/27/12	10/03/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF- -	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF- -					6	\$250.00		0.00			
N 12	KSHB	09/27/12	10/03/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF- -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF- -					3	\$400.00		0.00			
N 13	KSHB	09/27/12	10/03/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF- -	:30	3	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF- -					3	\$425.00		0.00			
N 14	KSHB	09/27/12	10/03/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF- -	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF- -					3	\$600.00		0.00			
N 15	KSHB	09/27/12	10/03/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF- -	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF- -					3	\$1,000.00		0.00			



KSHB-TV

Print Date: 09/26/12

Page 3 of 4

Contract / Revision **312592** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser **Women Vote**

Product **150-Issue**

Estimate # **1883-9.27-10.3 Women Vote**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KSHB	09/27/12	10/03/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--					3	\$1,000.00		0.00			
N 16	KSHB	09/27/12	10/03/12	NBC Action News at 5p \$2M NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	-----S-					1	\$400.00		0.00			
N 17	KSHB	09/27/12	10/03/12	NBC Action News at 6p \$2M Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	-----S-					1	\$450.00		0.00			
N 18	KSHB	09/27/12	10/03/12	NBC Action News at 5p \$1M NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	-----S					1	\$400.00		0.00			
N 19	KSHB	09/27/12	10/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--					4	\$750.00		0.00			
N 20	KSHB	09/27/12	10/03/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	M-----					1	\$3,800.00		0.00			
N 21	KSHB	09/27/12	10/03/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	M-----					1	\$1,800.00		0.00			
N 22	KSHB	10/01/12	10/03/12	Tuesday Prime A Tuesday Prime A	CM	7-8p	-T-----	:30	1	\$3,800.00	P-1	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$3,800.00		0.00			
N 23	KSHB	10/01/12	10/03/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$1,500.00		0.00			
N 24	KSHB	10/01/12	10/03/12	Wednesday Prime C Wednesday Prime C	CM	9-10p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$1,400.00		0.00			
N 25	KSHB	09/27/12	09/30/12	Thursday Prime A Thursday Prime A	CM	7-8p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$1,800.00		0.00			
N 26	KSHB	09/27/12	09/30/12	Thursday Prime C Thursday Prime C	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$1,500.00		0.00			
N 27	KSHB	09/27/12	09/30/12	Friday Prime C Friday Prime C	CM	9-10p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,500.00		0.00			



KSHB-TV

Print Date: 09/26/12

Page 4 of 4

Contract / Revision **312592** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser **Women Vote**

Product **150-Issue**

Estimate # **1883-9.27-10.3 Women Vote**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	KSHB	09/27/12	09/30/12	Friday Prime C Friday Prime C	CM	9-10p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--	1				\$1,500.00		0.00				
N 28	KSHB	09/27/12	10/03/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--	2				\$1,300.00		0.00				
N 29	KSHB	09/27/12	10/03/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	-----S-	1				\$1,000.00		0.00				
N 30	KSHB	09/27/12	10/03/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	-----S	1				\$1,300.00		0.00				
N 31	KSHB	09/27/12	10/03/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--	4				\$400.00		0.00				
N 32	KSHB	09/27/12	10/03/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	-----S	1				\$900.00		0.00				
Totals														62	\$43,775.00